→ **Your journey starts here with us.**

About Us:

DCL is a subsidiary division of VAPS INDUSTRIES where our digital marketing services are powered by a team of strategists, analysts, designers, and developers with proven expertise in specific practices who work together to understand your business needs and build online solutions around them which are measurable, actionable and result oriented. That's why you'd find our approach innovative and out of the box as we weave your diverse requirements into a single solution that helps your business grow.

We are all you need and more.

Digital Strategy / SEO / Performane Media / E-commerce Marketing / Social media Content Production / Analytics / Packaging & Print (VAPS INDUSTRIES)

Digital strategy

We begin each new client relationship with a thorough understanding of your objectives and get fully acquainted with your business, its products/services, and customers/demographics.
Each of our digital marketing experts are experienced in Search Engine Marketing (SEM) and Search Engine Optimization (SEO), as well as Social Media Marketing (SMM). With all three of these disciplines combined, we build a complete strategy to meet your wants in the most efficient manner possible.

Search Engine Optimisation

Simply put, Search Engine Optimization (SEO) is a means of promoting your website by making it the top search result for relevant keywords. Savvy shoppers use search engines to look up products and services in their area, and top placement on the search results page can mean the difference between thousands of dollars in new revenue versus a missed opportunity.

Performance Media

Our real-time performance marketing team uses data and dynamic algorithms to leverage your brand's strengths, attract the correct target audiences, and deliver your message to the right people at the optimal time. Our expertise in multi-channel campaigns ensures that all of your brand's efforts are seamlessly working together for maximum impact.

E-Commerce Marketing

E-commerce is no longer a luxury – it's become crucial for retail businesses operating in the modern age. It's our job to make your e-commerce (originally e-business) brand visible, convert leads to clients, and drive results through the digital marketing channels you choose. When we work with your business, our goal is to boost your brand and put you ahead of the pack.

Social media Content

Propel your message and interact with your audience. Our social media experts are adept at reaching, engaging, and converting potential customers. We craft targeted social media campaigns intended to create a unique experience for each of our clients receiving an optimized approach tailored to their specific business objectives.
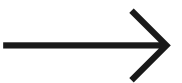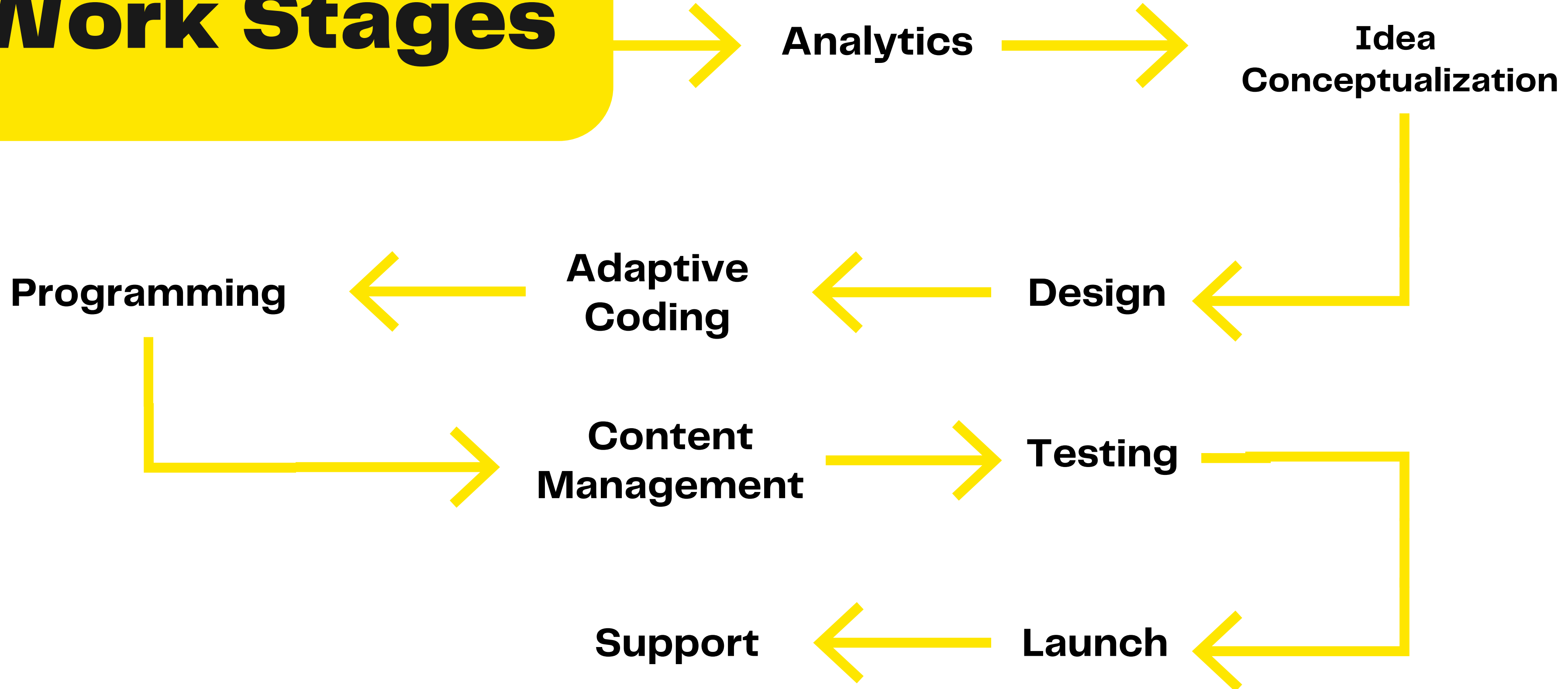
Analytics

Let our analysts show you where your audience is hanging out online and how they're using various digital channels. We'll aggregate the key data points that will help you understand your target population's behavior and spending power.
Once we know what to look for, uncovering opportunities to increase revenue and expand reach will be easy. We use digital analytics best practices to give you actionable insights based on the data we collect, so you can focus your resources where it matters most.

Work Stages

Analytics → Idea Conceptualization

Programming ← Adaptive Coding ← Design

Content Management → Testing

Support ← Launch

Key Advantages

Thoughtful Design

We develop unique digital experiences that combine the latest web standards with a user-centered design approach.

Experience

Experience has been proven to be the most powerful and valuable asset of our team. Providing over 360 days a year of combined experience to our clients, we are able to efficiently, seamlessly and quickly work in stages where demands and solutions evolve through the collaborative effort of designers, front-end and back-end developers, internet marketers, digital specialists and our client.

Full Turnkey

We value time and appreciate quality driving us to finish projects both on time and on budget. When you work with us, you get a partner who's committed to your success.

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We know that the most successful startups put at least

20%

of gross revenue on marketing

Every month to build brand awareness and attract new clients.

Where brands start

By regular updating the right social media marketing strategy, it will lead to increased traffic, better SEO, improved brand loyalty, healthier customer satisfaction, and much more.

Facebook

Instagram

Whatsapp

E commerce

Good design matters

McKinsey & Company published an analysis of how 300 companies performed over a five-year period. The researchers determined that the answer to whether design has a measurable positive impact on the bottom line is clearly yes; the firms in the top quartile—the 25% with the best design practices—significantly outperformed their peers.

Design-focused firms deliver:

- 32% higher revenue growth, on average
- 56% higher shareholder return, on average

Attract your audience with stunning visuals.

Creating a bigger online presence

Building your online presence is not a one-time thing. You have to keep that presence fresh and grow it over time. This is where we come in. With our expertise in 'Internet Marketing,' we can build you a strong online presence that gives you the best return on investment (ROI) possible.

- **Build a captivating website**

- **Create a social media strategy**

- **Media production**

- **Paid ads**

- **SEO**

Top 3 Startups In Malaysia

Rank

23
🇲🇾 1

SR Traffic - Month

Visits	2,689,453
Views/visit	4.59

Facebook

Fans	35,970
Engagement	0

Moz

Domain Auth	81.00
Page Auth	62.00

Twitter

Followers	32,972
Engagement	3,218

Rank

1,034
🇲🇾 5

SR Traffic - Month

Visits	1,014,500
Views/visit	3.82

Facebook

Fans	0
Engagement	0

Moz

Domain Auth	46.00
Page Auth	45.00

Twitter

Followers	166
Engagement	73

Rank

2,698
🇲🇾 11

PENANG FOODIE

SR Traffic - Month

Visits	162,071
Views/visit	1.50

Facebook

Fans	844,803
Engagement	0

Moz

Domain Auth	34.00
Page Auth	31.00

Twitter
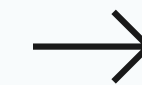
Followers	2,753
Engagement	2,555

Contact Us

We'd love to talk about all things marketing.

→ **Website**
www.dynamiccreativelabs.com

→ **Email Address**
hello@dynamiccreativelabs.com

VAPS™
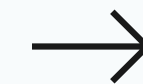VALUE-ADDED PRINTING SOLUTIONS INDUSTRIES

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